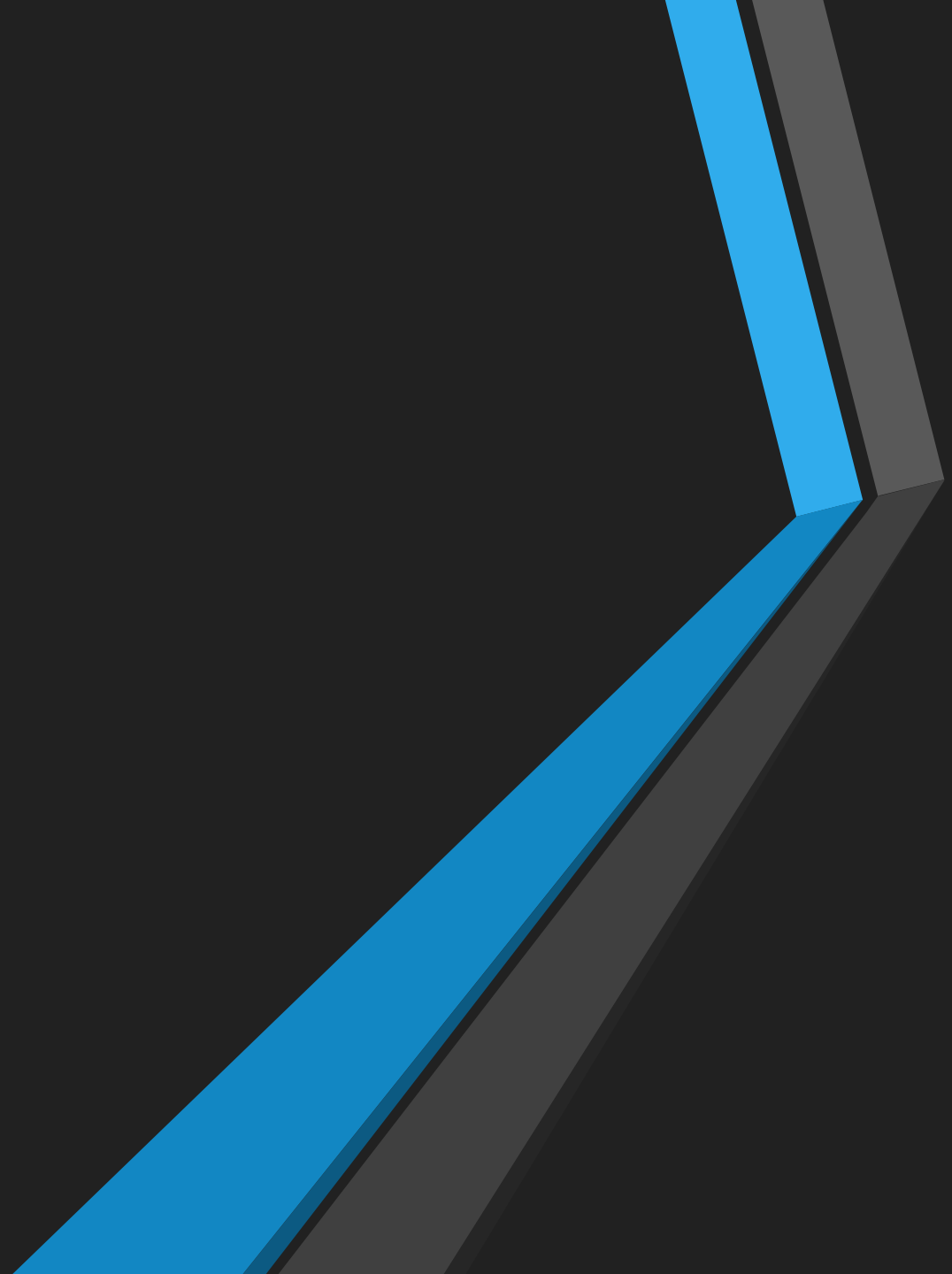


Bike sharing

Kept or shared?



Business background

- The bike sharing system is designed for a mean use of the bike of 60 min, this time is enough to ride the longest distance between two stations.

Current mean = 22 min

Total rides = 350496

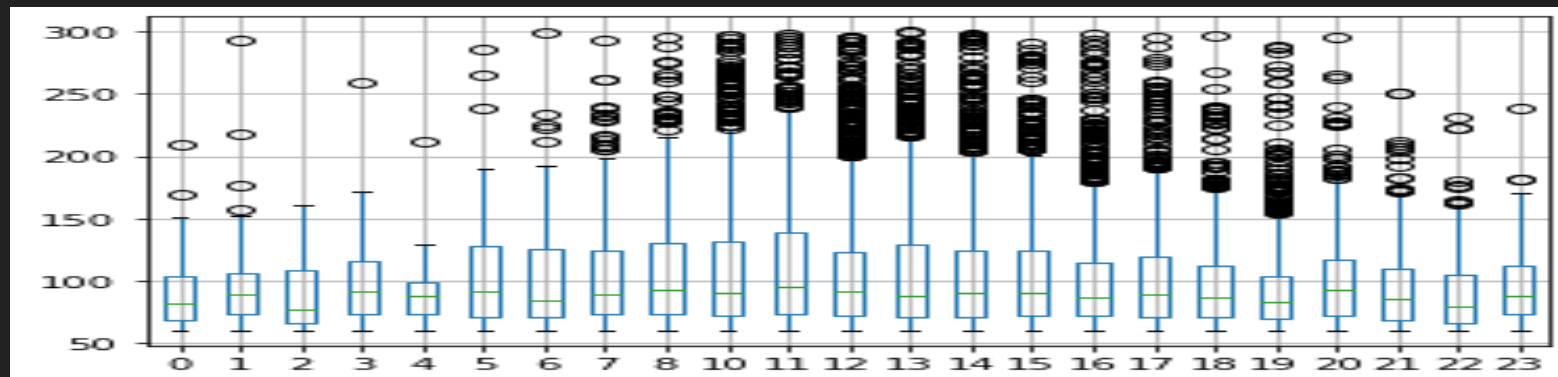
Rides above 60 min = 17866

About 5% of rides are longer than 60 min

Deep dive into the data

Besides 5% does not sounds much, the story changes when we discovered that the **mean value** of the rides **above 60 min** is **147 min**.

This phenomenon is specially observed between 8 am and 8 pm, **What kind of users are keeping the bikes?**





Deep dive into the data

Most bikes rented above the 60 min are rented in the **office sector** of the city, therefore we can have the hypothesis that the **services offered** at the office sector may have something to do.

Next steps

- Get to know the long-riders better:
 - Use the bike app to send a “one-minute” query to the long-riders
 - Identify groups of long-riders, classified by their needs and bike usage
- Increase the amount of available bikes at the points where the long-riders start their journey